



Exporting to the Caribbean and Central America

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Where are we

Markets Overview

- The U.S. is the main supplier of food products, 3.5 billion exported into the CBB and 3.7 billion into CA, 2017.
- Large demand from countries in the region.
- Products from the U.S. = Excellent Quality.
- Population of 17 mm in the CBB and 47 mm in CA.
- Strong tourism industry = Demand.
- Development of the retail sector.
- Good economic performance in the Region.
- Increasing competition from Europe, Canada, Mexico, Central and South America and other Caribbean countries.



Best Prospects

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**Beef, Pork,
Poultry**



**Chocolate and
Cocoa Products**



**Processed Veg.
Fruits and Veg.
(Fresh)**



Snack Foods



**Dairy products
Cheese**



**Juices
Prepared Foods
Condiments and
Sauces**



Getting Ready to Export



“To be successful in business you need enough customers to buy your product over a sustained period of time at a profitable price”.



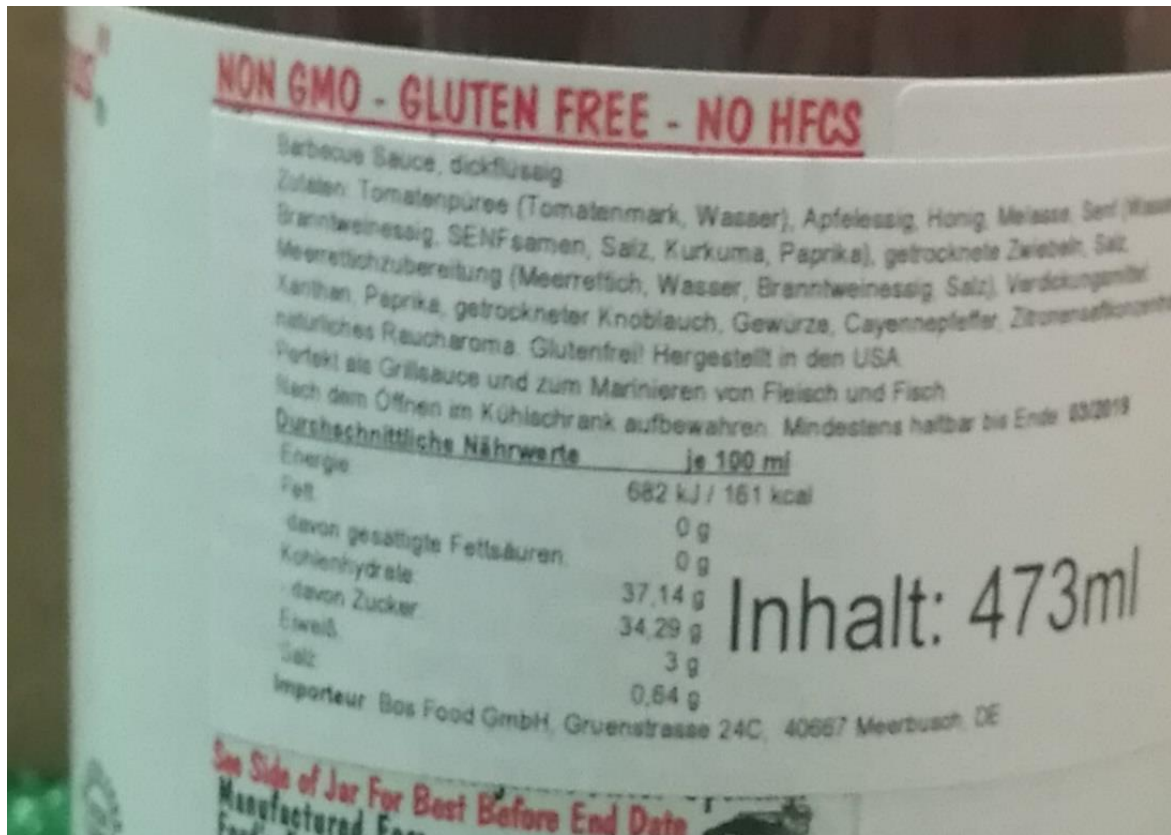
Things to Consider



Terms and Conditions



Labeling



Logistics



Documentation





Final Considerations

Exporting

- Does it fits the company's strategy.
- Is the company ready.
- Can we supply the additional demand.

Logistics

- What is the best way to transport the product.
- The buyer needs to consolidate or will they take full containers.
- Work with a good logistics company.

Selecting a Distributor

- Research the company.
- Visit the market.
- Use resources available to help make decisions.
- Once you make the decision, set up a strategy.



“You don’t always need a plan, sometimes you just need guts”

thank you!